



Guidelines for the Use of the Virginia Clean Marina Logo



Purpose: The Virginia Clean Marina Program is a voluntary program that encourages and promotes the use of best management practices to prevent and reduce impacts to our natural resources. The development of a logo acknowledges the need for a symbol that recognizes the effort of organizations and individuals in meeting this challenge. The logo is also intended to act as a symbol of expectation and recognition by those that recreate in and near our waterways that steps have been taken to protect our natural resources. To ensure that the use of the logo is clearly understood and to maintain consistency the following guidelines are provided.

Use Statement: The logo is intended for designated Virginia Clean Marinas and Clean Marina Partners to use in a reasonable manner to market and promote their efforts to protect our natural resources.

Use of the Logo by Designated Clean Marinas and Partners:

1. The logo may be placed on letterhead or envelopes for the purpose of communicating with slip holders, professional organizations, service contractors, etc.
2. The logo may be placed in brochures, fact/information sheets, pamphlets, etc., which may be placed in letters, on a public bulletin board, or other appropriate location.
3. The logo may be placed on the designated marina's web page.
4. The logo may be used in advertisements placed in magazines, trade journals, papers, or other appropriate communication media.
5. The logo may be placed on service or slip rental contracts.
6. Placement of the logo on signs requires a written request to the Marina Technical and Environmental Advisory Committee. A written approval or denial will be provided. (Signage may require approval from a local, state, or federal entity.)
7. The logo may only used on temporary signage (i.e., banners) for events that are held at the designated Clean Marina/Partner facility.

*Uses of the logo that **are not** allowed:*

8. The logo may not be used for the purpose of generating income through the sale of retail or wholesale items.
9. The logo may not be used by trade or professional organizations except for the express purpose of writing about the Virginia Clean Marina Program.
10. Except for the Commonwealth of Virginia the logo may not be used by any entity, organization or individual not designated as a Virginia Clean Marina or Virginia Clean Marina Partner.
11. Except for the Commonwealth of Virginia the logo may not be placed on any vessel or vehicle, stickers, articles of clothing, or other items not specifically referenced herein.

I, the undersigned, have read and agree to abide by the statements above to the best of my ability.

Name

Date

Organization